



OFFEO

EFFECTIVE EMAIL TEMPLATES

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1. COLD CALL EMAILS

Take the time to carefully craft cold emails, and you'll have created a powerful tool that lets you squeeze every bit of potential out of an engagement.

A: REFERRAL

TITLE Could you do me a favour?

BODY Hi [first name],

My name is [my name] and I'm with [my company name]. We work with organizations like [company name] to [insert one sentence pitch].

[One sentence unique benefit].

Could you direct me to the right person to talk to about this at [company name] so we can explore if this would be something valuable to incorporate into your events?

Thank you,
[Your signature]

B: SELLING

TITLE Hoping to Help

BODY Hey [first name],

I hope this email finds you well! I wanted to reach out because [explain how we got their contact information and how we relate to them: talked to a colleague, saw your company online, etc.].

[Name of company] has a new platform that will help (your team at) [organization name]. [One sentence pitch of benefits]. We do this by:

Benefit/feature 1

Benefit/feature 2

Benefit/feature 3 (optional)

Let's explore how [name of your software] can specifically help your business. Are you available for a quick call [time and date]?

Thank you,
[Your signature]

1. COLD CALL EMAILS

C: LEAD MAGNET

TITLE Here's your free [lead magnet type]

BODY Hi [Name],

I'm so glad you signed up for the [lead magnet name].

In this [lead magnet type], you'll learn [describe what they will learn in the lead magnet]. [Link]Click Here to Gain Immediate access to [lead magnet name] [Link]

If you're unable to access it, just reply to this email and let me know. I will sort it out for you ASAP.

And if you need help with [a service you offer related to the lead magnet], please check out this page [link to your services landing page].

Thank you,
[Your signature]

D. ASK FOR INTRODUCTION

TITLE How are you?

BODY Hi [Name]

I was looking to get introduced to [person you're trying to connect with] from [that person's company], and saw you were connected to them. I'm not sure how well you're connected to them, but if the relationship is strong, I'd really appreciate an introduction to chat about ways they can work with [your company].

Please let me know if you feel comfortable doing this and I'll forward a proper request for the introduction that you can forward to them.

Thank you,
[Your signature]

2. REQUEST FOR INFORMATION

Demonstrates that you've at least done a bit of research into who you're contacting and clarify your intention.

A. TESTIMONIALS

TITLE Could you please do us a small favor?

BODY Hi [Name]

I hope you are enjoying your recent purchase of [name of the product].

If you found it useful, we would like you to help us and others who would like to buy it too.

So, could you please visit this page [insert link] and leave a review? It should take you less than three minutes.

We really appreciate your help.

Thank you,
[Your signature]

B: FEEDBACK

TITLE Did you like it, [first name]?

BODY Hey [first name],

I saw that you bought [Product name and URL] from us.

We take pride in our products and would go the extra mile to make it exceptional.

Could you reply to this email and let me know what your review of your [Product]

How can I make this product invaluable for you?

Sincerely,
[Your signature]

3. FOLLOW UP EMAILS

An overlooked sales tactic that can dramatically improve your sales performance. Get your prospect to take action with a follow-up email.

A. FOLLOW UP ON NON-RESPONSE

TITLE Checking in on [Previous Request]

BODY Hi [First Name],

I hope this note finds you well.

I want to follow up on [Previous Request]. I haven't received the [Previous Request] yet, so I wanted to ensure the email isn't lost somewhere in depths of cyberspace.

I'll be happy to resend if necessary. Otherwise, I look forward to receiving [Previous Request] within a week.

I really appreciate your help! Thanks!

Thank you,
[Your signature]

B: FOLLOW UP ON CONTRACT

TITLE Contract attached — Response required

BODY Hi [First Name],

Really looking forward to working together!

Attached is our agreement.

To keep things moving forward, can you get this back to me by Friday at 3pm? Looking forward to it!

Thank you,
[Your signature]

4. POLITELY REJECT OFFER

Follow the basic format: Say thanks, Deliver the news, Give the main reason, Offer hope.

A. NOT CONSIDERING

TITLE Thank you for the offer

BODY Dear [name/Sir or Madam],

Thank you for the email regarding [product].

Unfortunately, we are not considering [product] proposals at the moment as we already work with [similar product] and feel happy with the results we get.

Nevertheless, we find your offer appealing and would like to stay in touch for further cooperation. Please keep our company updated on other services you offer.

Yours faithfully,
[Your name]

B. REJECT PROPOSAL

TITLE Thank you for your time

BODY [Their name],

We were lucky to get some strong proposals in on this and we deeply appreciate all the info from your side — and for your patience. After a lot of careful thought, we have decided to go with another firm for this project.

While we certainly have no doubt about the superior quality of your team or that you could deliver on this skillfully we decided to use this project to expand our bench of development partners and, since this is part experiment for us, this was a good opportunity to do that.

We'd really like to continue talking with you about future projects we have coming up this year. I definitely look forward to collaborating in the future.

Thanks again for your help and your time,
[Your name]

5. WELCOME EMAIL

Your welcome email is the email you send a subscriber within 24 hours after they opt in to your list. It's a simple email that tells them how happy you are that they've subscribed, and then lays out some of the things they can expect to receive in their inbox.

A. WELCOME TO COMMUNITY

TITLE Welcome Aboard

BODY Hi [First name],

Welcome to [Product]!

We're so happy you're here. We founded [Product] because we want [Unique Selling Point]. We hope you'll love it as much as we do.

Yours,
[Your name]

B: SUBSCRIBED TO MAILING LIST

TITLE Thank you

BODY [Their name],

Thank you for signing up to keeping in touch with [Company]. From now on, you'll get regular updates on [Company news]. And since you'll be the first to know, you can always [Unique Selling Points].

In the meantime, check out our [Content] and get a headstart to [Content]. Here's to the start of a healthy digital relationship.

Cheers,
[Company]

6. OFFER / SALES EMAIL

This email includes a discount, coupon, or some other special deal that you send out to subscribers as a “thank you” for being on your VIP list. Offer emails typically have high open rates.

A. FLASH SALE

TITLE It’s kinda a big deal

BODY Hi [First name],

We’re having a [Sale, Promotion]

[Promotion Image]

Yours,
[Your name]

B: EVENT INVITE

TITLE Thank you for being on our list!

BODY [Their name],

Thank you for keeping in touch with us.

This week, we’re hosting a [Event] on [Event Details].

Join us [Date]. Can’t make it? Sign up anyways, and we’ll send you a [Material] as soon as we can!

Cheers,
[Company]

7. SURVEY EMAIL

A simple email (typically sent within the first couple weeks) that asks them to respond to certain questions around topics relevant to your product.

A. SURVEY

TITLE How did it go?

BODY Hi [First name],

Thank you for trying out the beta of [Company]! We'd love to hear your feedback, both the good and bad. Please help us improve the product by taking this 2 min survey!

Cheers,
[Your name]

B: SURVEY WITH INCENTIVE

TITLE Share your point of view

BODY [Their name],

Take our quick and easy survey and we'll send you a [Gift].

Cheers,
[Company]

8. NEWSLETTER EMAIL

Always make sure that your newsletters contain important, intriguing, or helpful information, if not, skip it. Boring newsletters are a surefire way to make your followers hit the “unsubscribe” button.

Bonus: Aim for community engagement by asking users to take part in a poll.

TITLE Insider Tips

BODY Hi [First name],

Happy [event of the month].

[Interesting Point 1]

[Interesting Point 2]

Bonus: Vote for next month’s theme!

Cheers,
[Your name]

9. FREE GIFT EMAIL

An exclusive, free gift email sprinkled in to your email marketing campaign will work like magic to keep your subscribers engaged and, well, subscribed.

TITLE It’s here!

BODY Hi [First name],

Here’s a pack of resources we used while creating OFFEO.
[Download Link]

Cheers,
[Your name]

10. BEST EMAIL SUBJECT LINES

- Include email recipient's name in your email subject title to maximise engagement
- Use humour, suspense, and other emotions to get users interested in your email. Here are some examples from other companies:

FEAR OF MISSING OUT (FOMO)

Warby Parker: "Uh-oh, your prescription is expiring"

JetBlue: "You're missing out on points."

Digital Marketer: "[URGENT] You've got ONE DAY to watch this..."

CURIOSITY

Manicube: "*Don't Open This Email*"

GrubHub: "Last Day To See What This Mystery Email Is All About"

Refinery29: "10 bizarre money habits making Millennials richer"

FUNNY

TicTail: "Boom shakalak! Let's get started."

Thrillist: "Try To Avoid These 27 People On New Year's Eve"

Baby Bump: "Yes, I'm Pregnant. You Can Stop Staring At My Belly Now."

VANITY

Guess: "Don't wear last year's styles."

Fabletics: "Your Butt Will Look Great in These Workout Pants"

Jeremy Gitomer: "How Have You Progressed Since the Third Grade?"

GREED

HP: "Flash. Sale. Alert."

HP: "New must-haves for your office"

Seafolly: "A new product you won't pass on"

SLOTH

OptinMonster: "Grow your email list 10X ⚡ faster with these 30 content upgrade ideas"

Ramit Sethi: "How to email a busy person (including a word-for-word script)"

Digital Marketer: "Steal these email templates..."

PAIN POINTS

IKEA: "Get more kitchen space with these easy fixes"

HP: "Stop wasting money on ink"

Sephora: "Your beauty issues, solved"